

**FIRST 5 SAN LUIS OBISPO COUNTY
CHILDREN AND FAMILIES COMMISSION**

COMMISSION MEETING MINUTES

February 10, 2011

Commissioners Present

Penny Borenstein, M.D.	SLO County Public Health Department
Tracy Buckingham	SLO County Department of Social Services
Julian Crocker	SLO County Office of Education
Don Dennison	Children's Services Network
Adam Hill	SLO County Board of Supervisors
Michael Mc Nerney, M.D.	San Luis Obispo County Medical Association
Janet Murphy	Community at Large
Rosalinda Rodriguez	Community at Large
Melinda Sokolowski	Child Care Planning Council

Staff and Consultants Present

First 5 Staff: Susan Hughes, Jason Wells, Anne Tognazzini; Consulting Counsel: Patricia Gomez;
Consulting Evaluator: Tom Keifer.

Call to Order

Vice Chair Dennison called the meeting to order at 8:45 AM.

Public Comment

Dr. Doug Major, Optometrist, provided history and statistics of the Vision Screening program and expressed hope that innovative new programs will be considered in the next funding cycle.

Elections

Chair: Commissioner Hill nominated Vice Chair Dennison for Chair. Vice Chair Dennison declined the nomination. Vice Chair Dennison nominated Commissioner Crocker. The motion was seconded by Commissioner Hill and passed unanimously.

Vice Chair: Chair Crocker nominated Vice Chair Dennison. The motion was seconded by Commissioner Hill and passed unanimously.

Vice Chair Dennison turned the meeting over to Chair Crocker.

Consent Agenda

Commissioner Borenstein made a motion to approve a resolution of intention to approve an amendment to the contract between CalPERS and First 5 SLO County. The motion was seconded by Commissioner Dennison and passed unanimously.

STRATEGIC PLANNING, 2011-2015

1) Amended 5-year financial plan for 2011-2015:

Ms. Hughes reported on the Financial Plan, noting it was last updated in 2009.

Commissioner Dennison suggested the formation of an ad hoc subcommittee to review the Administrative budget. (In the afternoon session, Commissioners Borenstein, Dennison, and Buckingham expressed interest in serving on the subcommittee.)

Commissioner McNerney made a motion to approve the incorporation of the proposed financial plan, as presented, into the draft 2011-2015 Strategic Plan. The motion was seconded by Commissioner Buckingham and passed unanimously.

2) Proposed advocacy guidelines and efforts for 2011-2015

(See advocacy guidelines attachment.)

Ms. Hughes reported on the issue of Commission Advocacy and proposed guidelines that would enable staff to be proactive and flexible in addressing topics and issues.

Commissioner Murphy made a motion to approve the incorporation of the proposed Advocacy language into the draft 2011-2015 Strategic Plan. The motion was seconded by Commissioner McNerney and passed unanimously.

Commissioner Borenstein made a motion to approve the incorporation of the proposed Advocacy strategies and activities into the draft 2011-15 Strategic Plan. The motion was seconded by Commissioner Murphy and passed unanimously.

3) Proposed strategies and activities for each initiative area including approximate funding levels

Jason Wells provided historical information regarding First 5 and explained the in-depth process of Strategic Planning to this point. He also reviewed the results of the surveys done by the Planning Groups and the Commissioners.

(The meeting was adjourned for lunch at 12:00 and reconvened at 12:55.)

Mr. Wells reviewed proposed strategies and activities (and proposed approximate funding levels) for each Initiative: Health Initiative, Oral Health Initiative, Perinatal Substance Abuse Prevention Initiative, Special Needs Initiative, and School Readiness Initiative. All Initiatives were discussed one by one.

HEALTH INITIATIVE

(See attachment for staff proposal.)

Discussion by Commissioners resulted in the following suggested changes: Funding of CHI premiums for only one more year, and ending funding for administrative costs. Commissioners also supported one year of funding for a family advocate, to provide transitional case management for the approximately 100 children currently enrolled. Parenting education about the social and emotional health of young children was also supported.

ORAL HEALTH INITIATIVE

(See attachment for staff proposal.)

Discussion by Commissioners resulted in the following suggested change: Clarification of wording regarding oral health screenings in 2012 and 2015 to reflect that the screenings would be for the purpose of gathering data.

PERINATAL SUBSTANCE ABUSE INITIATIVE

(See attachment for staff proposal.)

Commissioners discussed what services were available for the 0-5 population currently served by Martha's Place, if First 5 funding for Martha's Place were to end. Prior to making a decision about the funding of Martha's Place, Commissioners asked that it be determined (if possible) whether County funding of Martha's Place would continue.

SPECIAL NEEDS INITIATIVE

(See attachment for staff proposal.)

Commissioners discussed taking out specific reference to "suspected perinatal substance exposure" in regards to contracting with a coordinator to build capacity to treat children.

SCHOOL READINESS INITIATIVE

(See attachment for staff proposal, which provided four funding options.)

Chair Crocker, Commissioner Dennison, and Commissioner Sokolowski said they would not be able to advocate any particular vote because their employers benefit from the funding.

After discussion, Commissioners supported Option 1 (maintaining the two current sites at Georgia Brown and Oceano). There was also discussion about the Infant-Toddler program at Oceano, and staff was asked to return in March with more information. There was also discussion about possibly expanding/enhancing family advocacy with a regional approach.

(The meeting was adjourned for a 15-minute break at 3:50, with the meeting reconvening at 4:05.)

Commissioner Borenstein made a motion to approval the proposed Strategies and Activities including approximate funding levels in each initiative area, with changes as noted above. The motion was seconded by Commissioner Rodriguez and passed unanimously.

Staff Update

Ms. Hughes provided an update on the California budget as it relates to First 5.

Commissioner Comments and Announcements

There were no Commissioner comments or announcements.

Adjournment

The meeting was adjourned at 4:17 PM.

All materials referred to in these minutes are available at the First 5 SLO County office.
For a more detailed account, recordings of the meeting are available by calling (805) 781-4058.

The next Commission meeting will be:
Wednesday, March 23, 2011, 4:00 to 7:00 PM
Dept. of Social Services, 3433 Higuera Street, Room 115, San Luis Obispo, CA

ADVOCACY – 2011-15 STRATEGIC PLANNING

To: First 5 Commission
From: Susan Hughes
Date: February 10, 2011
Re: Advocacy: Proposed language

Recommended Action:

Staff recommends the Commission approve the incorporation of the proposed language below into the draft 2011-15 Strategic Plan.

Proposed language regarding policy/advocacy that enables staff to be proactive and flexible in addressing topics and issues:

In addition to continuing their current roles (e.g., contract development & management, data collection & reporting, meeting First 5 California/other statewide requirements), First 5 SLO County staff are envisioned to take a greater, more direct, and proactive role in being catalysts for accomplishing the First 5 agenda. Toward this end, staff may conduct efforts in the areas of civic and community engagement, policy advocacy, facilitation of collaborative partnerships, fund development and grant writing, new program design and implementation, and marketing and promotional efforts to forward First 5 SLO County’s agenda.

The draft 2011-15 Strategic Plan will return to the Commission for approval on March 23, 2011.



**First 5 SLO County Strategic Planning 2010/11
Health Initiative
Proposed Strategies and Activities**

Strategies

- **Connecting Children with Health Care:** *Activities that work to ensure that all children in the county receive health care in existing programs such as Medi-Cal and from existing providers such as CHC.*
- **Health Coverage Outreach, Enrollment, Retention, Utilization:** *Activities that work to identify, enroll, and retain children in existing health insurance options such as Medi-Cal, and to link those children with health care providers.*
- **Health Promotion and Primary Prevention:** *Activities that work to promote a healthy lifestyle for children, including exercise and good nutrition.*
- **Screening and Secondary Prevention/Early Intervention:** *Activities that provide screening of and early intervention for health-related issues.*
- **Cultural Competency** *(needs to be a part of everything and anything we do).*

Activities by Strategy

Connecting Children with Health Care

Health Coverage Outreach, Enrollment, Retention, Utilization

1. Continue to provide health insurance for children already enrolled in CHI. As that population ages out, to increase the support for the following Activities.
2. Hire additional Health Care Family Advocates (i.e., advocates who are specialists in identifying and linking families to health coverage and health care) to identify, enroll, and retain eligible children in existing public health insurance programs, and to assist all children (including uninsured and underinsured) in accessing current health care services. Begin with one, and add up to 2 more.
3. Contract with a coordinator to organize Capacity Building in the form of training and coordination between existing Family Advocates (both specialists and generalists) and other service providers with direct contact with children and families in the navigation and use of the public health care system (ECE, tri-county's regional, etc.)
 - Coming together, in-services, connection between programs and with experts in care, coverage, and prevention/promotion – 12 monthly meetings (i.e., regular coming together)
 - Newsletter
 - Established curricula
 - Web-based support and resources
 - Articulate health policies for agencies, family advocates, ECE, etc

- Two-generational education/support

Health Promotion and Primary Prevention

4. Contract with a coordinator to organize Community & Parenting Education re: fitness and nutrition
 - Stay-at-homes to ECE providers and anywhere in between
 - Focus on those not already doing it (Head Start – could use their model: *I Am Moving I Am Learning* – or Cencal's *Live Better Make a Change*)
 - Preschool wellness policies
 - Expanding HEAL SLO involvement in 0-5
 - Representation
 - Connect with existing resources:
 - CHDP (Janie and others), DSS (OER) Employment Resource Specialists, Public Health home visitation (FTMP and EPS Early Parenting Support - CHDP finds cases for them)
 - Additional possibilities:
 - Text 4 baby
 - Text to moms
 - Pink form (PM 160), which leads to eligibility for care – if MD's don't complete the form, the child won't be eligible
5. Develop and Launch a Media/Social Norm Change (Social marketing/ad campaign): Social Norm Change can also come from policy work
6. Provide Mini-grants (through HEAL-SLO or some other organization)

Screening and Secondary Prevention/Early Intervention

7. Contract with Doug Major, OD, to provide vision screening and treatment for children, ages 2-5
8. Contract with SLO-CAP to provide Capacity Building and Screening and Referrals for Postpartum Depression
9. Contract with French Hospital to provide Breastfeeding Support/Lactation Counseling Services

Proposed Annual Funding

\$ 391,000



**First 5 SLO County Strategic Planning 2010/11
Oral Health Initiative
Proposed Strategies and Activities**

Strategies

- **Community Coordination and Planning:** *Activities that promote multidisciplinary collaboration (e.g., coordinating activities, capacity building, and decision making).*
- **Health Promotion and Primary Prevention:** *Activities that work to promote good oral hygiene and to prevent dental disease.*
- **Oral Health Care:** *Activities that work to ensure that all children in the county receive preventive and restorative oral health care.*
- **Screening and Secondary Prevention/Early Intervention:** *Activities that provide early identification of and referrals and/or intervention for oral-health issues.*
- **Cultural Competency:** *(needs to be a part of everything and anything we do).*

Activities by Strategy

Community Coordination and Planning

1. Continue to participate in the SLO County Oral Health Coalition and the Regional DARTs
2. Assist the Public Health Department in planning and implementing Children's Oral Health Conferences in 2012 and 2015

Health Promotion and Primary Prevention

Screening and Secondary Prevention/Early Intervention

3. Contract with the Public Health Department WIC Program to provide brief oral hygiene education to parents and children, and to provide brief oral health screenings to infants and children
4. Conduct oral health screenings at Head Start and State Preschool sites in 2012 and 2015

Oral Health Care

5. Provide funding to increase access to preventive and restorative oral health care for low-income children in the Central County region, the one area in the County with almost no current access
 - Work with the Oral Health Coalition and Central County DART to identify possible solutions, and to develop a plan to fill the need

Proposed Annual Funding

\$ 70,000



First 5 SLO County Strategic Planning 2010/11 Perinatal Substance Abuse Prevention Initiative Proposed Strategies and Activities

Strategies

- **Community Coordination and Planning:** *Activities that promote multidisciplinary collaboration (e.g., needs assessment, capacity building, and decision making).*
- **Health Promotion and Primary Prevention:** *Activities that work to promote a substance-free pregnancy.*
- **Screening and Secondary Prevention/Early Intervention:** *Activities that work to identify women who are using substances during pregnancy and to intervene to help them stop doing so.*
- **Cultural Competency:** *(needs to be a part of everything and anything we do).*

Activities by Strategy

Community Coordination and Planning

Health Promotion and Primary Prevention

1. Contract with SLO-CAP to operate Beginnings to coordinate perinatal substance abuse prevention efforts throughout SLO County, and to provide community prevention education curricula to target groups
 - Coordinate Beginnings meetings and activities
 - Provide ATOD prevention curricula
 - Coordinate and promote ATOD prevention activities among agencies and organizations
 - Raise public awareness of the issue of perinatal ATOD use

Health Promotion and Primary Prevention

2. Develop and Launch a Media/Social Norm Change (Social marketing/ad campaign): Social Norm Change can also come from policy work
3. Contract with the Public Health Department Tobacco Control Program to provide tobacco cessation counseling to pregnant women and parents and family members of children, ages 0-5, to reduce the children's exposure to environmental tobacco smoke

Screening and Secondary Prevention/Early Intervention

4. Contract with a coordinator to work with the Public Health Department in working toward universal screening of pregnant women in SLO County, and, when appropriate, to deliver the *I Am Concerned* message to intervene with women who report substance use.

- Research to identify barriers, strategies, allies, etc. in order to develop a plan to increase screening and early intervention
- Recruit local MD or OB as ATOD Champion
- Get Medical Society to adopt ATOD screening supportive policy
- Work with offices to implement ATOD policy
- Financial support for offices??

Proposed Annual Funding

\$ 155,000



**First 5 SLO County Strategic Planning 2010/11
Special Needs Initiative
Proposed Strategies and Activities**

Strategies

- **Resources and Support:** *Activities that work to provide education and support to parents of children with special needs.*
- **Screening and Secondary Prevention/Early Intervention:** *Activities that provide assessment, treatment, and referrals for children, ages 0-5, with special needs.*
- **Cultural Competency:** *(needs to be a part of everything and anything we do).*

Activities by Strategy

Resources and Support

1. Contract with Parents Helping Parents to provide two resource libraries, telephone resources and referrals, support groups and workshops, and outreach

Screening and Secondary Prevention/Early Intervention

2. Contract with coordinator to build capacity in SLO County to provide treatment for children with suspected perinatal substance exposure (and other kinds of delays?)
 - Training for local providers in working with this population
 - Therapists, OTs, etc.
3. Contract with Pediatric Physical Therapy Services to provide BEST PALS, assessment and treatment for children with a broad range of special needs that do not qualify for other programs

Proposed Annual Funding

\$ 105,000



**First 5 SLO County Strategic Planning 2010/11
School Readiness Initiative
Proposed Strategies and Activities**

Strategies

- **Early Care and Education:** *Activities that work to provide quality childcare, preschool, or other ECE activity.*
- **Health and Social Services:** *Activities that improve child health or provide supportive services.*
- **Parenting/Family Support:** *Activities that provide resources, support, or education that improve family functioning, literacy, self-sufficiency, and/or stability.*
- **Schools' Capacity:** *Activities that increase a school's readiness for children, or that improve the educational system.*
- **Cultural Competency:** *(needs to be a part of everything and anything we do).*

Activities by Strategy

Three options for consideration. Regardless of option selected, the following 2 activities are recommended for funding.

Early Care and Education

- A. Contract with SLOCOE to offer extended-day preschool at 3 sites in SLO County

Schools' Capacity

- B. Contract with Head Start to provide 4 Summer Pre-K Camps in SLO County

OPTION 1: Maintain 2 Current Sites (Georgia Brown & Oceano)

Early Care and Education

1. Contract with SLOCOE to offer a First 5 Preschool at each site

Health and Social Services

2. Contract with the two school districts to employ a Site Coordinator to organize and oversee all of the SR activities

Parenting/Family Support

3. Contract with the two school districts to employ a Family Advocate to work directly with families to access necessary resources and services
4. Provide educational programs such as Litertura para la Familia, Hora de Literatura, and First 5 Fridays

Schools' Capacity

5. Provide Kindergarten Transition programs
 - Meetings with teachers and ECE staff
 - Classroom visits
 - Parents meetings
6. Provide summer Pre-K camps

OPTION 2: Develop 2 New Sites (e.g., San Miguel & Shandon)**Early Care and Education**

1. Work with local childcare providers and preschools to ensure coordination

Health and Social Services

2. Contract with the two school districts to employ a Site Coordinator to organize and oversee all of the SR activities

Parenting/Family Support

3. Contract with the two school districts to employ a Family Advocate to work directly with families to access necessary resources and services
4. Provide educational programs such as Litertura para la Familia, Hora de Literatura, and First 5 Fridays

Schools' Capacity

5. Provide Kindergarten Transition programs
 - Meetings with teachers and ECE staff
 - Classroom visits
 - Parents meetings
6. Provide summer Pre-K camps
7. Other activities to be locally identified and designed

OPTION 3: Develop Countywide SR Program**Early Care and Education**

1. Contract with coordinator to develop professional development activities to improve the quality of local childcare and preschools

Health and Social Services

2. Contract with local FRCs (or other organization(s) for four Regional Site Coordinators to organize and oversee all of the SR activities

Parenting/Family Support

3. Provide educational programs such as Litertura para la Familia, Hora de Literatura, and First 5 Fridays in four regional locations

Schools’ Capacity

4. Provide Kindergarten Transition programs at 15 schools
 - Meetings with teachers and ECE staff
 - Classroom visits
 - Parents meetings
5. Provide summer Pre-K camps for 45 classrooms

OPTION 4: A Combination of Community-specific and Countywide Strategies & Activities

To be determined

Proposed Annual Funding

\$ 197,000 (first 2 activities)

\$ 435,000 (3 options)

\$ 632,000 (total SR Initiative)